



## 2<sup>nd</sup> Quarter News Issues Report

\* **YOUTH AND CHILD SAFETY ISSUES** Increase child safety awareness (drowning, fire, car seats, unattended vehicles); Child abuse/neglect; foster care; school safety; teen deaths/suicide; Parents need to spend more time with children; drug use; personal responsibility; lack of quality child care; child care worker licensing; after-school activities; domestic violence; increased gang activity; poor living conditions/lack of care for low-income children; youth at risk; parenting issues; local schools

Every Wednesday, 12 Today

Wednesday's Child

Stories profiling children searching for loving adoptive families. We also provide resources with a phone number and websites to help possible foster parents or mentors contact Aid to Adoption of Special Kids here in Arizona.

4/14/2016 – 5pm

12 News is the only valley TV station with a Flagstaff bureau. On this day, we profiled a group of graffiti busters, working to remove the vandalism from gangs and troubled youth.

\* **CRIME/VIOLENCE** Domestic violence; Juvenile crime; Increased violent crimes by gangs; transients; animal cruelty; auto theft; neighborhood policing/community pride; police brutality; victims' rights; terrorist attacks

6/30/2016 – 6pm

Maricopa County Sheriff, Joe Arpaio, is well known for his tough stance on animal cruelty cases. We investigated the sheriff's office on this day—a day when his deputies busted an alleged animal hoarder, while two other people pleaded guilty in an animal cruelty case that the sheriff's office investigated as well.

WEEK OF 6/12/2016-6/16/2016 - 12 Today, 4,5,6,10 PM newscasts

12 Today covered the Orlando Terror attacks extensively, from the shooting to the victims and the suspect. Then, later in the week, we aggressively covered the senate filibuster and gun control measures that U.S. lawmakers in Washington, DC discussed.

\* **ECONOMIC DEVELOPMENT** Uncontrolled and poorly-managed growth; downtown revitalization; East Valley growth; pollution; lack of qualified workforce; improving Native American economic status; preserving environment; positive stories on growth; Low paying jobs reduce time for family and volunteering; Positive effect of lottery revenue; undocumented workers are an important part of our workforce; Gangs and cruising affects businesses.



4/6/2016 – 12 Today

A major grocery store chain announces plans to open a store in Downtown Phoenix, something that people living downtown, and developers, have wanted and needed for many, many years.

6/24/2016 – 6pm

Grand Canyon water restrictions go into place after a water main breaks and a water pump malfunctions. This affects people living nearby, as well as tourists staying at hotels along the south rim of the icon.

QUALITY OF LIFE Volunteerism; air and water quality; lacking sense of community; voter apathy; too much hostility in people's lives; uncontrolled growth; improving quality of life overall for youth and elderly; need long-term solutions for hunger, homelessness and unemployment; Welfare reform; voter apathy.

4/11/2016 – 10pm

Weeks after a voting disaster in Maricopa County, voters got the chance to speak their minds at a public meeting with local and state officials, to keep a similar problem from happening again in the May election.

6-7-2016 – 12 Today

Phoenix police officer starts an organization called "Angels on Patrol", a group that helps homeless families, especially when our spring and summer heat reaches into the 110's.

\* HEALTH Need elderly care/advocacy; lack of medical insurance for children; teenage pregnancy; affordable and effective long-term illness treatment, i.e. cancer; insurance coverage of long term illness; lack of awareness of mental illness; lack of organ donors; child immunizations; HIV/AIDS among Hispanics and elderly; inadequate care for developmentally disabled; need more drug treatment facilities for families/children.

6/27/2016 – 4pm

We did a story profiling a mom who thought her son's speech therapy would be \$25 a session, however, insurance didn't cover it. The mom says the hospital gave her the wrong information, so we warned people what to look out for and do if they're in a similar situation.

5/2/2016 – 12 Today

A new study reveals an increase in mental health problems among children of military personnel, and those youth have a higher diagnosis level for ADHD and other mood disorders.



\* **TRANSPORTATION** Lack of public transportation; East Valley freeways; Traffic congestion; transportation for the elderly, disabled, and poor; cruising; DUI; restricting passengers in pick-up trucks; excessive speeding.

5/31/2016 – 12 Today

The Arizona Department of Transportation starts work on the highly controversial and debated South Mountain Freeway. The 22 miles stretch of road will connect the East Valley with the Southwest Valley.

6/28/2016 – 10pm

12 News takes drivers on a dramatic re-enactment of a wrong way crash, showing the steps state troopers take, risking their lives, to save others. This story comes in the wake of yet another wrong-way crash in the Valley. The state says we see 50 wrong-way drivers across Arizona every month.

\* **SOCIAL ISSUES** Affordable housing; transient population; welfare reform; elderly advocacy; adequate services for the indigent and homeless; long-term solutions for hunger, homelessness and unemployment; emergency housing; landlord/tenant disputes.

6/21/2016 – 12 Today

June is National home ownership month. We talked with a local real estate expert about why it's a good time to buy, and the pros/cons of doing so.

5/31/2016 – 6pm

A Phoenix City Councilman is behind a "Hydrate the Homeless" campaign. As temperatures reached new record highs near 120 degrees, the campaign has the Phoenix Fire Department teaming up with homeless organizations to make sure the homeless stay hydrated in our extreme heat.

\* **GOVERNMENT** Legislators in AZ do not understand children's issues; government fails to care for families in transition; Immigration issues; Legal/justice system not fair to indigents.

5/10/2016-Arizona Nightly News

We dedicated most of the ½ hour show to Proposition 123, a measure on the ballot dealing with education funding.

5/17/2016 - 12 Today



This is the day that people in Arizona voted on Proposition 123, the ballot measure dealing with education funding. 12 News provided live coverage from the polls and the topic throughout the entire morning show.

**DIVERSITY** Lack of arts funding for ethnic community; negative portrayal of Latino community by media; need for increased investment in education for minority students; need-increased awareness of Native Americans in Phoenix.

5/16/2016 – 12 Today, 5PM

The transgender bathroom debate has been a hot-button issue. We have a live report previewing President Obama's new guidelines. Later in the day, we cover the President's plan and talk to local officials on how the rules will unfold in the Valley.

5/27/2016 – 6pm

Republican presidential candidate, Donald Trump, made an offensive remark, calling a U.S. senator 'Pocahontas.' A Native American reporter then called him out on it during a news conference. We talked to a Native American writer, who feels it was offensive, and a racial slur.

**\* YOUTH AND EDUCATION ISSUES** -- School financing; vouchers; quality of education; teacher pay; local school issues; elimination of cultural and sporting events due to lack of funding; college financial aid opportunities; concern about the high dropout rate among Latinos and what it means to the future of our state.

6/26/2016-6/27/2016 – 10pm, 12 Today, 4pm

The Arizona State Board of Education reveals new merit test scores. We preview the story the night before, and then follow the results and numbers the following day. Arizona education is ranked as one of the worst in the country, so this is especially important to parents across Arizona.

6/28/2016 – 4pm

Student debt from a college education is soaring. We show students and parents how to plan ahead, to avoid the debt.



**Community Relations Quarterly Report  
2<sup>nd</sup> Quarter 2016  
Top Ten Community Issues**

**\* YOUTH AND CHILD SAFETY ISSUES** Increase child safety awareness (drowning, fire, car seats, unattended vehicles); Child abuse/neglect; foster care; school safety; teen deaths/suicide; Parents need to spend more time with children; drug use; personal responsibility; lack of quality child care; child care worker licensing; after-school activities; domestic violence; increased gang activity; poor living conditions/lack of care for low-income children; youth at risk; parenting issues; local schools

Midday held a phone bank with AASK (Aid to Adoption of Special Kids) where adoption and foster care experts answered viewer questions on becoming a foster or adoptive family.

**\* CRIME/VIOLENCE** Domestic violence; Juvenile crime; Increased violent crimes by gangs; transients; animal cruelty; auto theft; neighborhood policing/community pride; police brutality; victims' rights; terrorist attacks

**\* ECONOMIC DEVELOPMENT** Uncontrolled and poorly-managed growth; downtown revitalization; East Valley growth; pollution; lack of qualified workforce; improving Native American economic status; preserving environment; positive stories on growth; Low paying jobs reduce time for family and volunteering; Positive effect of lottery revenue; undocumented workers are an important part of our workforce; Gangs and cruising affects businesses.

**QUALITY OF LIFE** Volunteerism; air and water quality; lacking sense of community; voter apathy; too much hostility in people's lives; uncontrolled growth; improving quality of life overall for youth and elderly; need long-term solutions for hunger, homelessness and unemployment; Welfare reform; voter apathy.

12 News honored RAD – short for Recreation and athletics for Individuals with Disabilities as part of the 12 Who Care, the station's volunteer recognition program.

12 News honored By Their Bootstraps as part of the 12 Who Care, the station's volunteer recognition program. By Their Bootstraps is a non-profit 501(c)(3) organization that is committed to give a "Hand Up, Not a Hand Out" by furnishing dependable transportation, temporary housing and home repairs to members of the military, Veterans and their families.

12 News honored apache Junction food Bank as part of the 12 Who Care, the station's volunteer recognition program. Apache Junction food bank is an emergency food bank offering assistance in the East Valley since 1983. Using voluntary contributions of food, money and services from the community lives up to their mission of working together to feed the hungry.



**\* HEALTH Need elderly care/advocacy; lack of medical insurance for children; teenage pregnancy; affordable and effective long-term illness treatment, i.e. cancer; insurance coverage of long term illness; lack of awareness of mental illness; lack of organ donors; child immunizations; HIV/AIDS among Hispanics and elderly; inadequate care for developmentally disabled; need more drug treatment facilities for families/children.**

Midday segment with Dr. Christopher Finlay, a primary care physician at HonorHealth discusses tips on what to eat and how it can affects our exercise.

Midday segment discusses Leukemia & Lymphoma Society, whose mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Midday segment with HonorHealth on Men's Health. June is designated as Men's Health month. Why is recognition so important? It's important because it heightens awareness of preventable health problems and encourages early detection and treatment of disease among men.

**\* TRANSPORTATION Lack of public transportation; East Valley freeways; Traffic congestion; transportation for the elderly, disabled, and poor; cruising; DUI; restricting passengers in pick-up trucks; excessive speeding.**

**\* SOCIAL ISSUES Affordable housing; transient population; welfare reform; elderly advocacy; adequate services for the indigent and homeless; long-term solutions for hunger, homelessness and unemployment; emergency housing; landlord/tenant disputes.**

12 News honored apache Junction food Bank as part of the 12 Who Care, the station's volunteer recognition program. Apache Junction food bank is an emergency food bank offering assistance in the East Valley since 1983. Using voluntary contributions of food, money and services from the community lives up to their mission of working together to feed the hungry.

12 News honored the Madison Street Veteran's Association as part of the 12 Who Care, the station's volunteer recognition program. Madison street Veteran's Association – a peer-run group of homeless and formerly homeless veterans offering personal individualized service, basic resources, community and advocacy for all veterans.

**\* GOVERNMENT Legislators in AZ do not understand children's issues; government fails to care for families in transition; Immigration issues; Legal/justice system not fair to indigents.**



**DIVERSITY Lack of arts funding for ethnic community; negative portrayal of Latino community by media; need for increased investment in education for minority students; need increased awareness of Native Americans in Phoenix.**

Midday segment discusses the Arizona Hispanic Chamber of Commerce's Black & White Ball, which is the longest running black-tie event in Arizona, which recognizes excellence within the Hispanic Business community.

Midday segment discusses Arizona Foundation for Women annual luncheon. (AFW), a 501©3 non-profit organization that invests in and promotes innovative solutions to fulfill the unmet needs of Arizona's women and children.

**\* YOUTH AND EDUCATION ISSUES -- School financing; vouchers; quality of education; teacher pay; local school issues; elimination of cultural and sporting events due to lack of funding; college financial aid opportunities; concern about the high drop out rate among Latinos and what it means to the future of our state**

Midday segment features Rush Sports Performance, which is designed to get youth off of the sofa, off of electronics and into physical fun and getting fit. The program develops good exercise habits and awareness of nutrition, as well as addressing "off-the-field" challenges facing youth today.

Midday segment discusses summer reading programs at Phoenix Public Libraries.

Midday segment discusses 12<sup>th</sup> Annual Pat's Run. The mission of the Pat Tillman Foundation is to invest in military veterans and their spouses through education scholarships; building a diverse community of leaders committed to services to others.

Midday segment with Tim Emory of the Boys and Girls Club discusses after-school programs and how to help support them.

Midday segment discusses YMCA Kids activities; with kids back in school some parents may be looking for affordable and safe before and after school care as well as preschool for younger kids.



## **2<sup>nd</sup> QUARTER 2016 TALENT APPEARANCES/ STATION TOURS**

### **APRIL**

On April 1<sup>st</sup> Matt Pace emceed the Arizona Geographic Bee at Arizona State University. There were 300 people in attendance.

On April 2<sup>nd</sup> Stacia Naquin emceed the DogFest Walk'n Roll. There were 500 people in attendance.

On April 2<sup>nd</sup> Mark Curtis emceeding the Make A Wish Arizona event at The Phoenician. There were 800 people in attendance.

On April 7<sup>th</sup> Vanessa Ruiz emceeding the Luncheon Featuring Leigh Anne Tuohy, Inspirational Mother From "The Blind Side" for Valley for the Sun United Way. There were 1000 people in attendance.

On April 13<sup>th</sup> Vanessa Ruiz emceeding the Junior Achievement – You're Hired event at the Phoenix Convention Center. There were 950 people in attendance.

On April 14<sup>th</sup> Caribe Devine emceeding the Phoenix Children's Hospital Leadership Circle Luncheon. There were 250 people in attendance.

On April 15<sup>th</sup> Nico Santos read to students at Johnson Ranch Elementary. There were 30 kids in attendance.

Emily Hopwood gave studio tour to Northern Arizona University Public Relations students on April 15<sup>th</sup>. Heather Gray spoke to this group about her job and how she got where she is now. There were 8 people on the tour!

On April 16<sup>th</sup> Krystle Henderson emceed and modeled at The 20s and All That Jazz event 24<sup>th</sup> Annual Luncheon and Fashion Show Assistance League of East Valley. There were 400 people in attendance.

On April 16<sup>th</sup> Destry Jetton emceeding the 2016 Children's Museum Gala. There were 450 people in attendance.

On April 16<sup>th</sup> Emily Hopwood gave a studio tour to Desert Marigold High School students. There were 18 people on the tour.

On April 18<sup>th</sup> Bruce Cooper emceed the 15<sup>th</sup> Anniversary Jerry Colangelo Sports Legends Golf Classic. There were 350 people in attendance.

On April 23<sup>rd</sup> Bruce Cooper, Vanessa Ruiz, Mark Curtis, Caribe Devine, Cameron Cox, Tram Mai, Matt Maruo, James Quinones, and Matt Pace reported live from the 12<sup>th</sup> Annual Pat's Run.





On April 27<sup>th</sup> Krystle Henderson spoke at Mountain Point High School to 10 students.

On April 27<sup>th</sup> Emily Hopwood gave a studio tour to Horseshoe Trails Elementary School. There were 25 people on the tour.

On April 30<sup>th</sup> Vanessa Ruiz emceed the 7<sup>th</sup> Annual Dare 2 Dream Youth Leadership Conference at Phoenix College. There were 500-600 people in attendance.

## **MAY**

On May 3<sup>rd</sup> Tram Mai emceed the Abacus: The Economic Impact and Contributions of Asians. There were 300 people in attendance.

On May 4<sup>th</sup> Emily Hopwood gave a studio tour to Rise Services Inc. This is a group that helps and cares for adults with disabilities. There were 31 people on the tour.

On May 5<sup>th</sup> Matt Pace spoke to 4<sup>th</sup> graders at Cholla Elementary School about weather. There were 30 people in attendance.

On May 5<sup>th</sup> Emily Hopwood gave a studio tour to Northwest Christian School. There were 15 people on the tour.

On May 6<sup>th</sup> Brahm Resnik emceeding the 6<sup>th</sup> Annual Thrive Gala & Awards Dinner. There were 400 people in attendance.

On May 7<sup>th</sup> Mark Curtis and Caribe Devine will be emceeding the Arizona Hispanic Chamber of Commerce's Black & White Fashion Gala.

On May 8<sup>th</sup> JR Cardenas will emcee the Cinco de Mayo Fest in Downtown Phoenix.

On May 9<sup>th</sup> Emily Hopwood gave a studio tour to Hillcrest Middle School. There were 28 people on the tour.

On May 12<sup>th</sup> Emily Hopwood gave a studio tour to Kyrene de La Mirada. There were 25 people in attendance.

On May 16<sup>th</sup> JR Cardenas spoke at the Desert Mirage Career Day. There were 400 students and teachers in attendance.

On May 16<sup>th</sup> Tram Mai, Matt Mauro, James Quinones, Krystle Henderson, Mark Curtis, Vanessa Ruiz, Caribe Devine and Bruce Cooper all spoke to 60 12 News clients at the NBC Upfront at the 12 News Studios.



On May 20<sup>th</sup> Charly Edsitty spoke to the Native American High School Honor students at NAU. There were 400 people in attendance.

On May 20<sup>th</sup> Nick Landauer spoke to 120 students at Paradise Education Center's Career Day.

On May 26<sup>th</sup> Matt Pace gave a monsoon presentation to the AHCCCS group. There 30 people in attendance.

## JUNE

On June 2<sup>nd</sup> Vanessa Ruiz and Nico Santos emceed the Profiles of Success Honoree Announcement Breakfast. There were 125 people in attendance.

On June 7<sup>th</sup> Joe Dana spoke at the Arizona School Retirees Association Convention. There were 100 people in attendance.

On June 8<sup>th</sup> Emily Hopwood gave a studio tour to The Shinsky Family. There were 17 people in attendance.

On June 9<sup>th</sup> Vanessa Ruiz emcee the 12 Who Care Luncheon at the 12 News Studios. There were 40 people in attendance.

On June 11<sup>th</sup> Stacia Naquin and Matt Mauro emceed the 2016 LLS Man/Woman of the Year. There were 200 people in attendance.

On June 14<sup>th</sup> Emily Hopwood gave a studio tour to 16 guests from the City of Phoenix Shadow Mountain Senior Center. There were 16 people in attendance.

On June 15<sup>th</sup> Emily Hopwood gave a studio tour to 16 high school student from the ASU Summer Journalism Institute.

On June 15<sup>th</sup> Emily Hopwood gave a studio tour to 13 guests from Gila River Film Class.

On June 21<sup>st</sup> Emily Hopwood gave a studio tour to 18 senior citizens from the Sunnyslope Senior Center.

On June 21<sup>st</sup> Krystle Henderson donated a purse to the folks at the Power of the Purse. There will be 100 people in attendance.

On June 23<sup>rd</sup> Emily Hopwood gave a studio tour to 22 students and teachers from Mentor Kids USA.

On June 24<sup>th</sup> Emily Hopwood gave a studio tour to students from the Andy Harvey Workshop at NAU. There were 28 students and teacher in attend